

an insult to Americans. Graphic violence desensitizes children and adults alike.

The FCC. should:

Set a standard of at least one hour, or more, per day of specifically designed educational and informational programming on all TV. stations;

Redefine its definition of "educational and informational" programming in order to close the loophole which permits stations to cite programs such as "The Jetsons" and the "Flintstones" on their license renewal applications;

Count only standard length, regularly scheduled educational programs as meeting a station's "core" programming obligations;

Exclude programs aired before 6:00 am. or after 10:00 pm. from counting toward the core requirement of children's programming.

The FCC needs to share the responsibility for what children watch. TV airways belong to the public, which includes children. Parents need to be able to make informed decisions about what their children are watching on TV. The FCC needs to write specific guidelines on how parents receive information about quality programming.

Children are our future, if we do not nourish their minds in a healthy manner now, how will society treat us later.

I Thank You Sincerely  
For Your Time,  
Patricia White



4225 West Henrietta Road  
Post Office Box 20555  
Rochester, NY 14602-0555

Main: (716) 334-8700  
Fax: 359-1570

ABC Affiliate

VIDEO SERVICES  
DIVISION

SEP 15 3 26 PM '95

DOCKET FILE COPY ORIGINAL

September 11, 1995

Secretary  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

Subject: MM Docket No. 93-48

Dear Secretary:

I am the General Manager of the ABC Affiliate in the 73rd market, Rochester, New York. I need to have you understand that I believe the Children's Television Act is working. Broadcasters are seeking and finding ways to get educational and informational programming onto the local broadcast schedule. While broadcasters in my size market cannot throw hundreds of thousands of dollars at local production, there are ways to creatively take existing materials and blend them with local elements to make them viable for the child viewers in the Rochester area.

Among my concerns with discussed rule "tightening" is that numerical levels of programming will most certainly have a chilling effect on what I see as a qualitative approach that we are undertaking now in Rochester. A side bar to that issue is the question of who will determine what is educational and who will decide what level of information must be dispensed by a program to be deemed "informational".

We are embarking on a project for a January 1996 start that will use the "Success by Six" element of the United Way to provide programming to inform our viewers about the crucial need to reach and nurture children in our community before they reach the age of six. Obviously, the program length elements will certainly meet the current definitions of the Act; however, a vital part of our multi-pronged effort is the use of shorter elements to reach kids where we know they are already watching other programming on our air. Should these not be recognized as meaningful or impactful simply because they were not "X" minutes long? What about the elements of this effort that are aimed at older teens and adults to raise their awareness and understanding of the problems so they can help in their own families or volunteer to aid efforts already underway in our city to help the children?

Secretary  
Page 2  
September 11, 1995

Should these efforts not count because the programming or vignettes are not specifically aimed at a certain aged child? Shorter segments of programming should count in our efforts to reach and help the children of our community. These elements may be the only way to reach some children who are not going to willingly be driven to view longer length programming.

The rules are working. The discussed rule making will not increase the effectiveness or usefulness of educational and informational programming for children. I urge you to not make changes. The Act and the FCC rules are working and the children's programming area has grown dramatically since passage of the Act.

Thank you for your time and consideration of my comments.

Sincerely,

*Gary R. Nielsen* *sng*

Gary R. Nielsen  
President and General Manager

sng

c Chairman Reed Hundt, FCC ✓  
Commissioner James Quello, FCC  
Commissioner Andrew Barrett, FCC  
Commissioner Susan Ness, FCC  
Commissioner Rachelle Chong, FCC



Kuhio School Community Association  
2759 South King Street  
Honolulu, Hawaii 96826

October 12, 1995

The Honorable Reed Hundt, Chairperson  
The Federal Communications Commission  
1919 M Street, NW  
Washington, D.C. 20554  
MM Docket 93 - 48

DOCKET FILE COPY ORIGINAL

Dear FCC Commissioner:

Thank you for the opportunity to comment upon the Children's Television Act (CTA), and children's television shows in general. The Kuhio School Community Association, a PTSA organization, represents 397 children in grades K - 5. Our membership includes the above children, parents, siblings, teachers and staff at our school and our newsletter reaches an audience of over 700 people monthly.

At our monthly meeting, of October 10th, we voted to support the following: THE FCC SHOULD

- Set a standard of at least one hour per day of specifically-designed educational and information programs on all TV stations. The sponsoring of this hour, or a portion thereof, on another station should not be allowed.
- Redefine its definition of "educational and informational" programming in order to prevent regulatory loopholes which permit stations to cite programs such as "The Jetsons" and the "Flintstones" in their license renewal applications.
- Permit only standard length, regularly-scheduled educational programs that meet each station's "core" programming requirement under the CTA.
- Exclude programs aired before 6:00 a.m. or after 10:00 p.m. from counting toward the "core" requirement of children's programming.

Shows that we like, but are not limited to, include the following:

Pooh Corner	Puzzle Place	Bobby's World
Barney	Carmen San Diego	Scooby Dooby Doo
Sesame Street	Ghostwriter	Sing a Story
The Know Zone	Muppets	Bill Nye, the Science Guy
	Bananas in Pajamas	

These shows avoid stereotypes, refrain from namecalling, offer no combat violence, and yet show inter-relationships and conflicts between characters, that are resolved by critical thinking, teamwork and imagination.

We oppose programs such as Saban's V R Troopers and Saban's Power Rangers that pay only lip service to providing an educational message with significant purpose for their target audience. These shows use a one-minute educational message at the show's conclusion which, in our opinion, does not dissuade children from mimicking the sinister combat violence observed in each 30 minute show. While we accept the fact that as parents we have the ultimate form of censorship, turning off the television, we are asking the FCC to offer us another option - good, educational shows.

V R Troopers condones ridicule and humiliation of the character Percy as normal behavior. Percy is portrayed as one who never does anything correctly, suffers severe allergic conditions, is costumed as a 1950's throwback, and is treated as a moronic buffoon by every character on the show. Even the dog on the show trips and humiliates Percy. One of the insults hurled on the playground, by the K - 2 age group is, "you're just like Percy."

We, the Kuhio School Community Association feel that because broadcasters use the public airways free of charge; the FCC representing the public has the responsibility to ensure that these broadcasters offer regularly scheduled educational programs. We are not asking the FCC to ban any program or the content of any program. We are asking that the FCC provide us, the public, more sound selections in television programming in order to help us safeguard our children's television viewing.

Respectfully,

A handwritten signature in black ink, appearing to read "Ronald N. Lockwood", with a long horizontal flourish extending to the right.

Ronald N. Lockwood  
President, KSCA

cc: Hawaii State PTSA  
National PTSA

MM/2

October 26, 1995

DOCKET FILE COPY ORIGINAL

Mr. Reed E. Hundt  
Chairman, FCC  
1919 "M" Street, NW  
Washington, D.C. 20554

RE: educational programs for children  
Austin-American Statesman 10/26/95

Dear Mr. Hundt:

I truly appreciate what you are suggesting. The problem I have with it is making it mandatory. We should expect more and by letter, I have done so for my family. However, like you, I'm tired of waiting for some demonstrable response. Children, like old people, in this society do not get consideration due them.

I am not and do not advocate a puritanical society since knowledge is power and the choices we make either build or destroy character. It is having this choice that makes us greater for it. I do agree with you that we need quality entertainment for children (and adults) and we're not finding it often enough. Perhaps we should start our own production company. Not many people seem to recognize quality or support it.

Case in point, Tuesday of this week HBO aired "Exit to Eden" at 7:00 pm. While I usually scan the lineup daily because I have a wonderfully innocent 13 year old son, this one slipped by me, but Not him. I would like the V chip very much. (movie is about bondage fantasies)



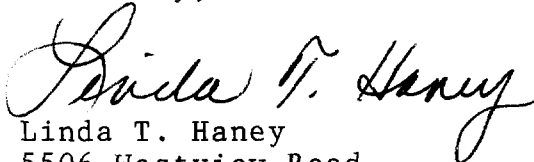
This is the second time I've had problems with HBO programming. The first one was their airing Real Sex during prime time. I don't want these on while my kid(s) are watching. However, Mr. Hundt, it has occurred to me that we expect so much of our children...they are inundated with violence, sex and language at ages never before...we do need to counter this with education. Children need to know about sex, violence and language but at the appropriate times. This inundation of media pushes us as parents to buffer the information and put it into a perspective that children can comprehend. Since parenting is mystical in many aspects (children don't come with How To Guides) adults are forced to face these aspects of life that perhaps they have been remiss or unwilling to provide or relate to themselves. In many ways, we are coming out of the dark ages with respect to our own psychological development. Crimes against children and women are showing us the darkest of human emotions. Problems that haven't been dealt with with the light of day.

We need more than Disney to cope. We need educational films in the class rooms that now are equipped with video capabilities. Special productions covering one of the biggest, blackholes of no-knowledge which is "relationships"; something to do with sex that shows it as, not immediate physical gratification but, an extension of love and loving. Films don't depict this and sexual exploitation is at an all time high. We don't need this to enjoy a story.

For some reason, we expect our kids to just know "how to do it" and how to create a successful relationship. They need tools. And, they don't need to spend their entire lives trying to find these tools, to know what they are and use them. We aren't giving them enough education or educational materials. The war budget takes away from the future of this generation, the ones to follow. Our child's books are tattered and torn and there aren't enough to go around. That wasn't true in my day.

Mr. Hundt, I am glad that you are out there with good ideas. Isn't it possible to accomplish your goals without making another Federal case out of it? Force-fed education doesn't produce the kind of results you and I are looking to create. I still can't believe anyone would object to prayer or patriotism expressed at school and I can't believe that these minority dissenters could change a good policy. Schools are taking on responsibilities left undone by parents. Parents are at fault in the situations we find ourselves faced with today. The home is the center of the Universe. We need to heal that environment.

Sincerely,

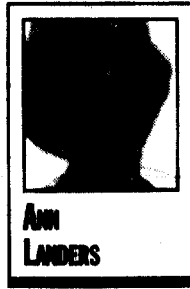
A handwritten signature in cursive script that reads "Linda T. Haney". The signature is fluid and elegant, with the first letters of each word being capitalized and prominent.

Linda T. Haney  
5506 Westview Road  
Austin, TX 78749-2018

## New TV technology aids parents

Creators Syndicate

**DEAR ANN LANDERS:** "Greenbelt's" plea for an end to trash on the TV talk shows of the '90s needs a fuller reply. Several companies have developed tech-



nologies that allow anyone offended by such shows as Jenny Jones or Jerry Springer to black out the TV screen for the duration of the show. Instead of sending dozens of letters to the networks, advertisers and show hosts with little effect, a

viewer can send a more powerful message by blocking the show. When the ratings drop, the level of discourse on that show will improve.

Congress recently passed legislation to require the installation of a device in new TV sets that can be used to block shows rated for violence, language or sex. For just a few cents added to the price of a TV, parents will be able to program this "V-chip" to keep anything carrying a parental warning from reaching their kids in their own living room. At last, it will be possible to create an oasis of decency in your own home without having to turn your back to public airwaves.

TV programming will always be controversial to some and entertaining to others. Technology will soon make it easier to customize your own TV to your own tastes. The sooner the better.

— U.S. Rep. Edward J. Markey

**DEAR REP. MARKEY:** I agree wholeheartedly. Please keep reading for more on this subject:

**DEAR ANN LANDERS:** You were right to suggest that readers let program sponsors know when they are outraged by what they see on TV. But that's not all they should do.

The Federal Communications Commission, which I chair, is considering whether broadcasters should be required to show at least three hours per week of educational programs for kids. Broadcasters currently are not required to air even one children's educational program per week. We can and should expect more from them.

Parents need information and devices like the V-chip to help them select from the avalanche of programs pouring into their homes. But simply eliminating offensive programming will not produce quality programs. Your readers should demand a better choice of educational and informational TV that helps, not hinders, our efforts to teach positive values to our children.

— Reed E. Hundt, chairman, FCC

**DEAR REED HUNDT:** You have written a highly provocative letter for which I thank you. It's a fact that by the time a child begins first grade, he or she has already spent the equivalent of three school years in front of the TV. No other country in the world has permitted such unmitigated trash to be aired during the hours children are accustomed to watching.

Because of the efforts of Rep. Markey of Massachusetts and Sen. Paul Simon of Illinois, the industry will be forced to clean itself up. We are deeply indebted to these superb public servants for having the integrity to put the best interests of children first and not be seduced by potential big-money backers. Too bad there aren't more like them.

MMR

*Straight from the Heart*

1314 Gray Highway • P.O. Box 5008 • Macon, GA 31213 • 912-752-1313 • FAX 912-752-1440

**Don McGouirk**  
Vice President,  
General Manager

October 16, 1995

000001 FILE COPY ORIGINAL

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
Washington, DC

Dear Chairman Hundt:

You asked (in Broadcasting & Cable magazine) that broadcasters write you concerning the children's educational television rule making. This is such a letter.

It appears from a perusal of this weeks program listing for all the stations in Macon (123rd market) that children are being well served by the television stations here.

There is a total of 78 hours of children's programming scheduled during the week in time periods when children can be expected to be watching. While I am not able to analyze each program and its educational benefit for children, I am sure that a significant portion of this programming is educational in nature. I probably need to state that this is for only the commercial stations serving this market - it does not include the educational stations nor any cable channels which can be received by the children in Macon. Of course part of the mission of PBS is to serve the children of their communities. In addition, the Macon market cable penetration is 66% and there are many programs available to the children of this area from those services.



MULTIMEDIA, INC.

Requiring each individual station to air a set amount of any kind of programming runs contrary to the Constitution of the United States. I cannot believe that Macon is atypical. Therefore, it appears to me that the children of America are being well served by their television stations without additional regulation..

Sincerely,

A handwritten signature in black ink, appearing to read "Dan McDaniel". The signature is written in a cursive, flowing style.

DM/dph

c: All Commissioners

10/15/95 1:11PM

Rodney Butler

Pg 1 of 1

RECEIVED

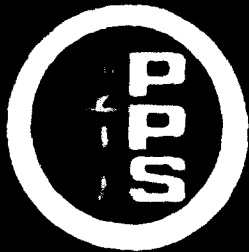
NOV 7 1995

DOCKET FILE COPY ORIGINAL  
FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY**To: FCC****In Re: MM Docket 93-48**

**As a parent, I feel that it is my responsibility, not the government's or other agency's to to supervise my child's television viewing habits, and feel that other parents should share the same responsibility.**

**Therefore, I see no need for mandating childrens' televison programming by a source outside the family. As an adult, I enjoy the wide variety of programming currently available, and am responsible when choosing which programs my child watches.**

**Michael Powell  
Lucasville, OH**



## PORTLAND PUBLIC SCHOOLS

8125 N. Emerald Avenue / Portland, Oregon 97217

Phone: (503) 280-6275

PENINSULA YEAR-ROUND ELEMENTARY SCHOOL

Office Of The Principal

August 3, 1995

Marty Brantley  
President, General Manager  
KPTV P. O. Box 3401  
Portland, OR 97208

DOCKET FILE COPY ORIGINAL

DOCKET FILE COPY ORIGINAL

Dear Mr. Brantley,

The parents, students, staff, and principal (yours truly) of Peninsula Year Round Elementary School wish to convey to you and your colleagues our many heart felt thanks for the support given to us this school year by KPTV and Blue Cross and Blue Shield of Oregon through the "For Kid's Sake" program.

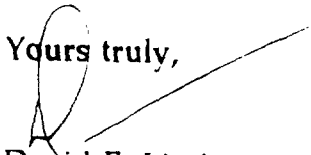
We had been hoping for just such a school/business partnership for some time now. Just when we thought it would never happen the "For Kid's Sake" program showed up on the horizon.

We in education often feel very isolated. We know that we are doing a work that is vital to the fabric of our democratic society, but we have doubts that society in general remembers this.

Today, this job of education is bigger than just what goes on in the school. With many of the traditional mainstays of our community in transition, public reinforcement of what does go on in the school building is more important today than at any other time in our history. We ignore this at our own peril.

Peninsula Year-Round Elementary School looks forward with keen anticipation to your continued support during the 1995-96 school year.

Yours truly,

  
David E. Lindstrom,  
Principal

# CENTER FOR EDUCATIONAL PRIORITIES

2269 Chestnut Street # 301 • San Francisco • California 94123 • 415.995.4988

*"It takes a whole village to raise a child." — African Proverb*

August 17, 1995

Diane Conley  
Federal Communications Commission  
1919 M Street NW  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Re: Children's Television Debate on the Internet (docket # 93-48)

Dear Ms. Conley,

As an eager participant in the FCC's current debate over children's educational television, I am distressed that a major qualification for participation in the debate requires one to travel to the offices of the FCC in Washington, DC in order to reply to the comments of others participating in this debate.

A debate of such national scope and concern to the Commission, as well as to the public, should be available to all citizens in America, I believe.

You had mentioned on the phone when we last spoke that the FCC was not technologically sophisticated enough to provide comments over the internet, but I find that hard to believe. It's World Wide Web page (already in existence) is the ideal place to locate these documents. Transferring them from one computer should be just as easy, no matter what the format.

Also, in May of this year Chairman Hundt wrote to the educational community (Education Week, May 3, 1995) urging that they "Bring the Revolution Home," meaning primarily that schools use e-mail and the internet on a wide scale basis. It was a bold challenge to the schools, one that would ring hollow and be proved hypocritical if the FCC itself could not bring the revolution through its own doors.

The technology should not be the problem, only the will of the FCC to include the American public in their deliberations. The issue could not be of more pressing significance to parents and teachers across the land.

Please do what you can to remedy the situation for those who cannot afford to travel across the country. Thanks.

Sincerely yours,



Brian Burke, Director



Miss Diane Morang  
2765 N. Scottsdale Road, #104E  
Scottsdale, AZ 85257-1335 USA

Telephone: (602) 947-1877

August 28, 1995

Ms. Kim Matthews, Esq.  
Mass Media Bureau  
Policy and Rules Division  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

RECEIVED

NOV 7 1995

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, D.C. 20554

Dear Ms. Matthews:

As per our phone conversation, and being in receipt of the NOTICE OF PROPOSED RULE MAKING In the Matter of Policies and Rules Concerning Children's Television Programming, I wish to submit the following to you:

I have been in-and-out of the media and entertainment industries for 38 years, am a member of the National Academy of Television Arts and Sciences, was a three-time regional Emmy judge, was a member of an Hollywood Emmy Award winning team in 1971, and have many, many credits to my name.

For years I have attempted to get very high-quality children's educational programming on television. Our motto, in fact, is "Education as Entertainment." This was geared to the "forgotten" group, 6-14 years of age, for whom there has been a dearth, rather than a plethora, of educational programming. My personal belief is that this is directly traceable back to the individual station programming buyer.

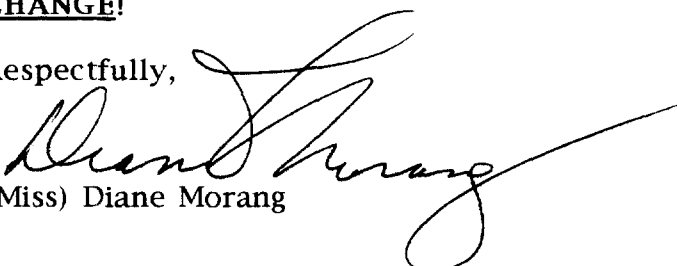
Within the last few days, I have had a conversation with a New York syndicator who has, of course, ties to international syndication associates. He has informed me that after recently spending one week in Los Angeles where they are affiliated with six stations, one of which is a super station, that he has learned that it is unlikely any station is going to act on FCC recommendations regarding children's programming unless those recommendations are enforced! After that, it is dependent upon the extent to which the FCC will do more than saber rattling. If the FCC is not going to act severely, they have absolutely no intention of compliance.

This syndicator also deals with superstations in New York and Chicago, as well as many other stations throughout the United States.

Back in the 1960s at UCLA, I remember in my television network production course, we were taught the only rule the FCC enforced was that regarding the painting of transmitting towers. This was so emphasized, that I entitled my thesis: IF YOU DON'T PAINT THOSE TOWERS, BABY, YOU'RE IN BIG TROUBLE.

I cannot encourage you enough to strongly and swiftly enforce the terms of your new proposal OR WE WILL NEVER HAVE THIS VERY DESPERATELY-NEEDED CHANGE!

Respectfully,

  
(Miss) Diane Morang

MMB

22 August, 1995

Commissioner of the FCC  
Washington, D.C.

Mr. Commissioner:

Last night I heard your address to the National Press Club on public radio. After thinking about what I heard, these are some of my conclusions.

- 1) As a man with a family and a full time job, there is little time for reading. Much of what I know about the world comes from radio and television. This is a typical "boomer" life style.
- 2) Even in the most isolated communities, parents are not the only influence in the development of morals, values and attitudes of their children. The entire community influences the development of its children.
- 3) Because I live where radio, television and software are such an integral part of the community, you are now partly responsible for the development of the next generation. Your part is growing.

Those who are looking ahead realize that the power of television will increase even more as the technology increases opportunities for communication with demographic niches. Even if television remains nothing more than a business, education is the most cost effective investment the industry can make in its future. Without a strong social and economic fabric, there can be no consumers.

You and I must work together to present a common reality to our children so they can function effectively in society. When making these important licensing decisions, I urge the commission to see through parents' eyes. Think of the world you will present to your children, because they are all your children.

Jacques Gordon  
*Jacques Gordon*  
316 Dorset Rd.  
Devon, Pa.  
19333

RECEIVED  
NOV 7 1995  
AUG 29 12 17 PM  
FEDERAL COMMUNICATIONS COMMISSION  
DOCKET FILE COPY ORIGINAL

# FOR KIDS' SAKE

DOCKET FILE COPY ORIGINAL

Date: August 29, 1995  
Contact: Linda Johns, KPTV, 222-9921  
IMMEDIATE RELEASE

RECEIVED

SFP 8 - 1015

FOR MAIL ROOM

## KPTV'S 1995 FOR KIDS' SAKE CAMPAIGN FOCUS ON EDUCATION CONTINUES

KPTV-12's 1995 FOR KIDS' SAKE public service campaign continues to make a difference in the lives of children. This year's focus on education has involved us in a number of activities, and it's time to update you on what FOR KIDS' SAKE is doing!

In September, FOR KIDS' SAKE continues its family literacy project, *Future Reader*. Studies show that the best way to prepare children to become lifelong readers is to read aloud to them daily, beginning when they're babies! 2,000 *Future Reader* packets, which include the classic children's book *Goodnight Moon*, a read-aloud book list and a reading activities book, *Helping Your Child Learn to Read*, will be distributed to mothers who give birth in a number of Oregon hospitals in the month of September.

This summer, KPTV aired a FOR KIDS' SAKE public service announcement encouraging kids to participate in the Oregon Department of Education's Summer Reading Program. We hope this fostered the love of reading in those children who participated! Also this summer, several hundred parents responded to our PSA offering a free brochure from the U.S. Department of Education called *Summer Home Learning Recipes*.

FOR KIDS' SAKE has adopted Peninsula Year-Round Elementary School. This partnership is an excellent one: reading and pizza parties have been held, a field trip to Warm Springs Indian Reservation funded, over 200 books donated to the Title 1 library, speakers were provided for Career Day, and a scholarship given to a teacher to attend a national education conference. We look forward to continuing this relationship with Peninsula during the 1995-96 school year and encourage other businesses to do the same.

To help increase awareness of the importance of childhood immunization, FOR KIDS' SAKE, in conjunction with the Multnomah County Health Department, helped provide over 500 children with free immunizations on August 5th.

A highlight of the 1995 FOR KIDS' SAKE year will be the evening of November 6th, when KPTV hosts a banquet focusing on the school-to-work connection and encouraging the role of businesses in mentoring and providing workplace experience for students. The banquet will be held as an adjunct event to the national Work Now and in the Future Conference sponsored by Northwest Regional Educational Laboratory, with additional banquet involvement from Oregon Business Council. JD Hoyer, national school-to-work director, will be the keynote dinner speaker. KPTV will honor six school-to-work success stories during the course of the evening.

The 1995 FOR KIDS' SAKE campaign has been a busy one! It would not be possible without the generous support of its corporate sponsor Blue Cross and Blue Shield of Oregon.



# FOR KIDS' SAKE

Date: August 29, 1995  
Contact: Bob Dickey or Linda Johns, KPTV, 722-9921  
DOCKET FILE COPY ORIGINAL  
IMMEDIATE RELEASE

MM 93-48

RECEIVED  
SEP 8 - 1995

MAIL ROOM

**CLASS ACTS**, a For Kids' Sake education special  
produced by **THE 10 O'CLOCK NEWS**,  
airs September 9th at 6:30 p.m. on KPTV-12

**Class Acts** salutes three of Oregon's finest educators in a KPTV For Kids' Sake special on Saturday, September 9th, at 6:30 p.m. **Class Acts** takes viewers inside the classrooms and beyond the school hallways for an insightful look at several of Oregon's teachers who exhibit educational excellence. This is the second of three 1995 For Kids' Sake programs produced by KPTV-12's *The 10 O'Clock News*.

Elementary school teacher Robin Lindsley is a recipient of the prestigious Milken award which recognizes outstanding educators and is presented annually to 150 educators in 30 states along with an award of \$25,000. Lindsley, a teacher at Boise-Eliot in Portland, was recognized for her work on individualized education and believes a goal of education must be to "make schools fit kids." Lindsley is assisting a North Portland teacher resource center with her award.

Richard Brannan, a math teacher at West Sylvan Middle School, is the winner of a Presidential Award for Excellence in Science and Mathematics Teaching, specifically recognizing his accomplishments in the classroom. This middle school teacher is committed to engaging students to achieve in math while applying mathematical concepts to real-life situations. Brannan has authored a problem solving curriculum used in the Portland Public Schools as well as schools nationwide.

West Linn High School English teacher Barbara Murray is the 1995 Oregon Teacher of the Year as selected by the Oregon Department of Education. Murray has a passion for connecting adolescents with great literature and engaging them in probing thought and lively discussion. She believes schools must set high standards, and she demands a great deal from her students and sees them rise to meet the challenge. In recent years, two senior classes honored Murray by asking her to give the commencement speech.

Join KPTV-12 on Saturday, September 9th, at 6:30 p.m. and see firsthand excellence in education on **Class Acts**. KPTV's For Kids' Sake campaign would not be possible without the generous support of its sponsor Blue Cross and Blue Shield of Oregon.



VIDEO SERVICES  
DIVISION

RECEIVED

Jennifer Leeman  
704 Union Street  
Cary, NC 27511

SEP 11 8 00 AM '95

SEP 6 - 1995

FCC MAIL ROOM

Federal Communications Commission  
Office of the Secretary  
1919 M Street, NW  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Sir/Madam,

I am writing to ask that you take action to regulate children's television. The cartoons are as violent as movies that are rated PG 13. Often, there is no children's programming on except for violent cartoons. The programming is not only violent, it also advertizes products within the cartoons themselves. Power Rangers and Transformers are perhaps the greatest offenders.

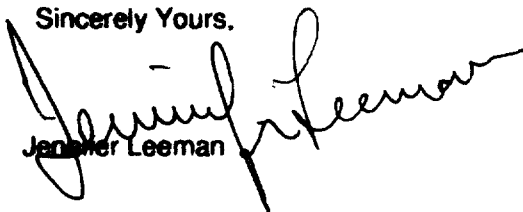
As a result of the content of television for children, if allowed to watch, my 5 and 6 year are bombarded with violence and toy advertizing while the program is on interspersed with the official commercials for gender biased toys and health destroying junk food.

The one network that is an exception to this rule is PBS -- I hope that public broadcasting continues to receive the funds it needs to develop quality children's programming.

With the quality and content of children's commercial television, how can we expect our children to grow up as thinking, wholesome, creative adults. Please aggressively work for a higher standard in children's television.

Sincerely Yours,

Jennifer Leeman



10-10-95

Dear Mr. Hundt,

DOCKET FILE COPY ORIGINAL

MMB

I am the mother of 7 children and I am very disgusted with what is offered to them to watch. Please strengthen the Children's Television Act by requiring more Educational Programs on stations besides PBS. Please have Educational programs air from 6:00am - 11:00pm with at least 3 hours or more a week of Educational shows. Please have stations identify educational children's programming when it airs to help parents choose there shows.

Sincerely,  
Cindy Hummel  
Cindy Hummel  
8893 Turner Rd.  
Imley City, MI 48444

October 10, 1995

Federal Communications Commission  
Office of the Secretary  
1919 M Street, N.W.  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

RECEIVED  
OCT 11 1995  
FCC MAIL ROOM

Dear Commissioners:

I writing regarding the rulemaking of the Federal Communications Commission for the Children's Television Act. As a couple expecting the birth of our first child, my husband and I have been discussing whether or not to allow our child to watch television, as we are concerned about the poor quality of children's programming. We urge you to enforce the strongest language possible in order to require television stations to air quality programs for children.

It was with interest that I noted five years ago the passage of the Children's Television Act. I have watched children's programming over the years, usually with my nephews, in hopes of seeing some improvement. However, I still find that programs developed for children seem only to encourage them to be consumers, as evidenced by the many toys I see my nephews play with that are based on program characters. At this point, I would only allow my child to watch children's programming on public television.

My husband and I hope to play an active role in our child's development, which may include education television. I realize that not all parents have the time to be so discerning. Therefore, for the sake of all of our nation's children, I urge you to require the stations to air quality programming for children -- at least two hours a day. The nation needs the government to exercise some protections for the children.

Sincerely yours,

*Leslie C. Sullivan*

Leslie C. Sullivan  
3060 Shadeland Drive  
Falls Church, VA 22044

Janice Nourse  
211 Pembroke St.  
Lake Dallas, Texas 75065

RECEIVED

OCT 12 1995

DOCKET FILE COPY ORIGINAL

October 9, 1994

FCC MAIL ROOM


To the Federal Communications Commission:

This letter is in response to MM Docket No. 93-48 in the Matter of Policies and Rules Concerning Children's Television Programming Policies for Television Broadcast. I am a special education counselor for the public schools, and I am extremely concerned about our children's behavior. I believe that the increase in antisocial and aggressive behavior stems from a variety of issues, television being one of them.

Based on my years in the public schools, I have observed an increase in attention deficit and hyperactive type behavior and aggressive solutions for problem solving. I believe that a large part of this behavior is a direct result of external factors. I believe that the amount of time children spend watching destructive occurrences which are readily and easily provided for them by turning on the television is a critical factor. It's free. It's easy. It's fun. And WATCHING VIOLENCE is harmful to their development as they grow into being responsible citizens of The United States of America.

We have created our own enemy, and we have the power to transform it into our best asset. You have that power by proving regulations that are based on the developmental growth and healthy requirements of CHILDHOOD. Please help me in my efforts to prevent the heartaches I see every day. Love the children, don't set them up for torture. Give them educational programing.

Sincerely,



Janice M. Nourse, M.A.  
Psychological Services  
Denton County Co-op



MMB

VIDEO SERVICES  
DIVISION

SEP 22 12 46 PM '00

September 11, 1995

Tom Allen  
Station Manager  
(919) 821-8510  
Fax (919) 821-8566

Secretary  
Federal Communications Commission  
1919 M St. NW  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Re: MM Docket No. 93-48.

Ladies and Gentlemen:

As a local television station operating in the Raleigh-Durham market, we wanted to take a moment to respond to your notice of Proposed Rule Making regarding the Children's Television Act.

We oppose the concept of a quantitative standard which would set numerical goals for educational and informational children's programming. We feel that this action is unnecessary. According to the results of a recent NAB survey, broadcasters have "significantly increased children's educational and informational programming in response to the Children's Television Act."

In addition, our station spends time and money investing in locally produced children's programs. We currently produce and air a weekly half hour entitled "Sparks", we produce and air a monthly program entitled "Androgena", and we produce weekly "Kid's News" segments. Both "Sparks" and "Androgena" have been nominated for and/or won the national Iris award and numerous Emmy awards.

We totally agree that the Commission should encourage stations to meet a reasonable and necessary obligation to children's programming. Each station should be judged by its response to the Act, and special consideration should be given to local program development. However, we feel that reducing the obligation to some numerical goal or quota will simply frustrate the intent of the act. Instead of worrying about numerical goals, we feel our concern should be to provide quality programming that effectively contributes to the cognitive, intellectual and emotional development of the child audience.

Sincerely,



Tom Allen  
Station Manager

cc: /Chairman Reed Hundt  
Commissioner James Quello  
Commissioner Andrew Barrett  
Commissioner Susan Ness  
Commissioner Rachelle Chong

WRAL-TV  
Capitol Broadcasting Company, Inc.,  
2619 Western Boulevard, Box 12000, Raleigh, N.C. 27606 (919) 821-8555